



This course is a 5min read
with additional time required
for exercises

An introduction to...

Social media management

Strategy first, tools and channels second

Just because you are using social media, doesn't mean people will flock to you and engage with your content. Rather than thinking about what you want, you need to start thinking about your audience and what they want and need from you.

Pushing out links via social media channels is not a great strategy for engagement. You need to frame the content and make the audience want to engage with you and your brand.

Key terms:

Marketing mix

The different mediums you use to communicate with your audience, e.g. anything you use to talk to people like websites, flyers, staff at events, emails, ads, press releases.

Content Calendar

Ensuring you have a regular flow of communications to talk to your audience.

1. Identify your marketing mix

One of the complexities of social media management is people often approach it via the tools first, gathering a myriad of social media channels, e.g. Twitter, Facebook, LinkedIn etc. before identifying what they want to do with them to engage the target audience. This isn't too far off saying we need to be on TV, radio, billboards, and milk cartons, before identifying the message and brand you wish to promote.

First, think about the audience you are targeting. Where do they go for their information? What do you want them to think, feel and do?

2. Management = content

Once you know what you want to achieve through social media and who you want to connect to, you need to focus on what you want to say to them. Think of a blank billboard in the street: first, it matters where it is so the right people will see it; next it matters what content you're putting on it.

What content are you creating for your audience? How does it fit in the larger marketing mix?

3. Regular engagement

We've all seen, or even been responsible for, a neglected social media feed. An empty Instagram account or last tweet dated 2011. Often these accounts were created with good intentions but if you want to create an effective dialogue with your audience, you need to consider regular communication. Creating a content calendar can help ensure there is always something new or interesting to delight your audience.

How often do you need to post to keep things interesting? How much is too much?

4. Effective resource management

So you have a clear vision of the who, what and where, but have you considered how? Social media doesn't manage itself, with even automated feeds needing content curated by someone to ensure the messaging is correct for the audience. Whilst it is very easy to create grand plans of reaching your audience, it is important to keep realistic to ensure you have the resource to manage channels effectively.

Who is creating and curating your social media content? What if they're ill? Ultimately, you are building a conversation with your followers. If you are really visible on a channel and then suddenly stop posting, your followers will wonder where you've gone or forget about your organisation.



This activity takes 15min

Activity: Develop your marketing mix (starting point)

- Think about your audience and what they are interested in
- Develop a persona – who are they and what do you want from them, where are they talking? Picture in your head of who they are
- Test your theory
- Look at what your competitors are doing. Do you agree with their approach? Does their content appeal to their audiences?

Further resources

Follow comms professionals working in the industry, e.g. twitter [#charitycomms](#)

[Moz.com – downloadable guide to platforms](#)

[How to Learn Social Media Marketing: 40 Resources for Beginners](#)